

Meadowlands Racing & Entertainment: Excitement Enhancing Light

A PureEdge Lighting Case Study



Location: Meadowlands Racing & Entertainment – East Rutherford, NJ

Lighting Systems: Pure Smart™ Architectural

Lighting Specifier: Clifford Starr, Goodmart

Interior/Lighting Designer: Nancy Mah Design

Photography: John Olson, Olson Photographic

At the Meadowlands Racetrack in New Jersey, not only can you play the ponies, you can also bet on any other sport in the massive FanDuel Sportsbook area of the facility. Overlooking this area is a room known as The Gallery, which can be rented for private events and parties, with a private bar, food buffet station and multiple screens including a 220" behemoth. Lighting was needed that would enhance the immersive experience, and Interior/Lighting Designer Nancy Mah was brought in to make a space worthy of any event.

"The concept for the Gallery was to create a flexible, art-driven environment — one that shifts in tone and atmosphere for events while highlighting texture, material, and form", Nancy explains. She continues, "Much of the lighting was designed to complement both the architecture and the full wall TV monitors, with a focus on clarity, comfort, and visual drama. Most of the lighting and controls were supplied by **PureEdge**. The system allows for both programmed scenes and manual adjustment via your iPhone or iPad to support events, exhibitions, and daily use. Key features include layered lighting for ambient, accent, and feature illumination, color-tunable fixtures for mood flexibility, and smart sensors to maintain ideal lighting levels throughout the day. Our inspiration came from the idea of light as a quiet collaborator — supporting both human experience and the visual story of the space. We wanted each area to feel dynamic yet inviting, emphasizing the warmth and materiality that defines the room."



Pure Smart™ Architectural

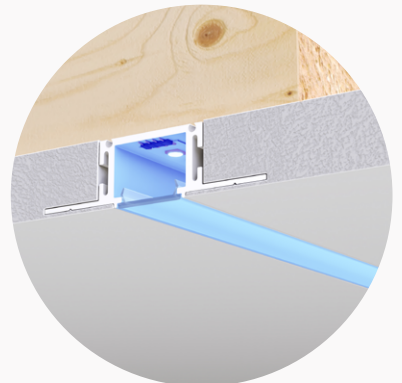


The entrance to The Gallery features **Soft Strip LEDs** and **TruQuad** systems. **Soft Strip** provides dynamic color effects with red, green and blue LEDs. The color-changing LED strip provides bright, continuous light offered in two wattage options of 3 or 5 watts per foot. **PureEdge's** focus on chromacity quality provides a balanced output across the color gamut, allowing the creation of millions of beautiful colors. The flexible strip is sold in 1 foot increments. RGB Soft Strip can be controlled using a compatible 24 volt DC power supply with an integrated RGB DMX driver. Includes a flexible aluminum heat sink to extend LED life. Both **Stomp Strip** and **Soft Strip** are used for our **BIY** (Build-it-Yourself) & **DIY** (Do-it-Yourself) fixtures and systems.



TruQuad™ 1A

TruQuad™ 1A TruColor™ RGB & Tunable White Complete Fixture, is a versatile 24VDC linear plaster-in LED system that recesses within 5/8" drywall, without any joist modification producing a clean and modern rectangle of recessed illumination. All corners are factory cut providing customers with a refined finished product that is easy to install and easy to specify. Redefining the relationship between Lighting and Interior Design, this Innovative and highly efficient system blends seamlessly into the drywall, becoming part of the Architecture. Order in 1" increments from 6"- 480". **TruQuad™** can be mounted on walls and ceilings and is suitable for damp locations. The slim extrusions, LED strips, and lenses may be secured to studs that are spaced 13"-24" apart, or between studs with mounting clips provided. **TruQuad™ 1A** in **TruColor™ RGBTW** comes with a 4 gang junction box and Pure Smart/WiZ Pro type CV bridgebox which allows for integration into the WiZ Pro wireless control ecosystem as well as 5-channel wireless control of the TruColor™ Light Engine with the WiZ app and the Smart Room Controller from Pure Smart. **Pure Smart TruColor™** technology uses five channels of tunable LEDs, composed of **RGBTW** red, blue, green, and Tunable White (**1500K-6500K**). With precision-engineered, proprietary color mixing TruColor™ one of the widest, most accurate spectrums available from 1500k-6500K giving designers access to the warm glow of the sunset (1500K-2400K golden hour) to the bright white light of the mid-day sun (5700K) and everything in between. Dynamic Color Changing functionality provides millions of possibilities for intricate customization, rich saturated and secondary colors, and unprecedented ease of installation, making **TruColor™** the ideal choice for residential and commercial applications.



TruQuad™ 1A Inset

Nancy continues, "So the idea was to create a sense of drama through lighting. And then the main reason why **TruLine™** was chosen was because of flexibility, because one of the main selling points of this room is that the light can change to reflect whatever the event is. So if it's a sporting event, then you can add your team colors. If it's an event like a Super Bowl, then you could add both team colors and then you could change throughout the evening. If it was a birthday party or any kind of other celebration, then the person's favorite colors could go in."



Truline 1A with **TruColor™ RGBTW** light engine is another original and innovative design that comes from the family of Plaster-in 24VDC systems pioneered by **PureEdge** that recesses within 5/8" drywall, without any framing modification required. Redefining the relationship between Lighting and Interior Design, this innovative and highly efficient system blends seamlessly into the drywall, becoming part of the architecture. The slim extrusions, LED strips, and lenses are field-cuttable and ordered in 1' increments (up to 20' before re-feeding), power feeds included. Multiple runs of channel mount flawlessly together providing smooth and glare-free general illumination using designer-grade color rendering LEDs (96+ CRI). With the ability to run in vertical, horizontal, and diagonal directions, the compositions are truly endless.



The **Nova Ceiling Wall Grazer** is a linear LED fixture that produces a grazing effect on textured surfaces using direct light in a clean, contemporary style. Offered with a Split Canopy that mounts on Standard Junction Box or with a Slim Profile 1" Rectangular Junction Box (C-1RE-JBOX). Includes mounting clips every 2'. Powered by Class 2, 24VDC remote power supplies that can be located up to 40' away. Lengths range from 36" to 240" and can be ordered in various increments in several metal finishes. The **Nova Wall Grazer** is available with a 20° Beam Spread with a Clear Frosted glare control lens and an optional Black or White Louver. **Pure Smart TruColor™** technology uses five channels of tunable LEDs, composed of RGBTW red, blue, green, and Tunable White (1500K-6500K).

Nancy concludes, "**PureEdge** offered a lot of flexibility at a better price point than some of the other manufacturers, so I was very happy they had so many things to work with. They did a lot of work towards making sure that all the drivers and, sort of the technical aspects of the specs were correct and so that everything would work together because it was important that we have dimming where we needed it, that we have either static lights or we had that RGB in specific spots. And they helped like a second pair of eyes set all those things correctly, which is what we needed."